



Guide to the Garrett Orr Papers, circa 1873-1994, bulk 1890s-1914, 1935-1965

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

Garrett Orr papers, circa 1873-1994, bulk 1890s-1914, 1935-1965

Creator:

Orr, Garrett, 1907-1988

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Extent:

18.5 Linear Feet

11,000 Items

Language:

English.

Collection ID:

RL.00976

Permalink:

<https://idn.duke.edu/ark:/87924/m1jm1t>

Preferred Citation

[Identification of item], Garrett Orr Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

The **Garrett Orr Papers** document the artistic output and personal files of advertising executive Garrett Orr. Although the collection spans the years circa 1873 to 1994, the bulk of the materials fall within two main periods: the 1890s to 1914, comprising a photographic collection of old poster images; and 1930 to 1965, which approximates the span of Orr's professional life. The collection includes the original drawings, water colors and paintings produced by Orr as designs for the outdoor advertising campaigns of a wide variety of products such as Gillette razors, Ipana toothpaste (Bristol-Myers), Lucky Strikes and Viceroy cigarettes (Brown & Williamson), Mazola corn oil (Corn

Products Refining Company), Seagram beverages, Verney fabrics, and White Rose tea. Also included are folders of photographs, slides and negatives of Orr's advertising work for approximately 550 companies (with index). In addition, a collection of almost 200 large-format negatives and photographs document images of 19th- and early 20th-century posters for plays, musicals, minstrel shows, circuses, and hotels. A large set of clippings files contain published examples of the work of over 100 graphic artists and illustrators contemporary with Orr, including Floyd Davis, Ronald McLeod, George Petty, Howard Scott, Ben Stahl, Jon Whitcomb, and J. Walter Wilkinson. The collection is organized into five series--the **General Files Series**; the **Artists and Illustrators Series**; the **Product Files Series**; the **Other Photographic Materials Series**; and the **Sketches Series**. Large-format items from the **Artists and Illustrators Series** and **Sketches Series** have been relocated to **Oversize Materials**.

Closely related collections held by the Rubenstein Library include: the **Outdoor Advertising Association of America (OAAA) Archives**; the **Outdoor Advertising Association of America (OAAA) Poster Designs**; the **Outdoor Advertising Association of America (OAAA) Slide Library**; the **Duplex Advertising Company Billboard Images and Records**; the **Strobridge Lithographing Company Advertisements**; the **R.C. Maxwell Co. Records**; the **Howard Scott Papers**; and the **John Paver Papers**.

Biographical/Historical

Date	Description
1907 May 22	Born, Caro, Mich.
1928	Graduated from the Art Institute of Chicago; worked for several years for various newspapers and advertising agencies
circa 1933	Joined Outdoor Advertising, Inc. (OAI)
circa 1938	Became an Associate Art Director, OAI
1957	Married Janet Brewster, then-Executive Secretary of the National Society of Art Directors

Date	Description
1958	Became President, Art Directors Club of New York, and Art Director, OAI
1959	Became Chairman, Art Division, Sister Elizabeth Kenney Foundation Fund, a public service campaign to fight polio
1965	Won a gold medal for water colors at the 25th Annual Members Exhibition of the Art Directors Club of New York, for his painting entitled Composition No. 1
circa 1968	Retired as Art Director of OAI, to become a consultant art director
1988 July 4	Died, Montville, N.J.

Garrett Orr was a graphic artist and billboard designer. A director with Outdoor Advertising, Inc. (OAI) for over 30 years (1938-1968), Orr oversaw national outdoor advertising campaigns during a period where technological advances and a developing interstate highway system stimulated rapid growth in the U.S. outdoor advertising industry. Stan H. Henderson, President of the Georgia Outdoor Advertising Company, Inc. once said of Garrett Orr, "Garry probably produced more outdoor advertising art than any other man in history."

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive
 Duke University
 Durham 27708
askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

Alternative Form Available

Items from this collection have been described in a searchable online database:
<http://library.duke.edu/digitalcollections/road/browse/orr/>

Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Custodial History

The Garrett Orr Papers were transferred to the David M. Rubenstein Rare Book & Manuscript Library from Fairleigh Dickinson University in 1996 and 2000.

Processing Information

Processed by Richard Collier

Completed March 2003

Processing of this collection was supported by the National Endowment for the Humanities.

Accessions 96-139 and 2000-0327 were merged into one collection, described in this finding aid.

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Names and Subjects

- Watercolors (drawings)
- Drawings (visual works)
- Musicals -- United States
- Minstrel shows
- Painting, American -- 20th century

- Color slides
- Advertising, Outdoor -- United States
- Advertising, Outdoor -- Posters
- Illustrators -- United States
- Drawing -- 20th century
- Black-and-white negatives
- Color photographs
- Posters -- History
- Black-and-white photographs
- Advertising -- Cigarettes -- United States
- Posters, American -- 19th century
- Posters, American -- 20th century
- Posters -- Design
- Advertising -- United States -- 20th century
- Advertising -- United States -- 19th century
- Advertising -- History
- Advertising -- Circus -- United States
- Wilkinson, J. Walter (James Walter)
- Brown & Williamson
- Bristol-Myers Co. Ltd
- Davis, Floyd MacMillan, 1896-1966
- Corn Products Refining Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- Gillette Company
- Orr, Garrett, 1907-1988
- McLeod, Ronald, 1897-1977
- Outdoor Advertising, Inc.
- Scott, Howard, 1902-1983
- Petty, George, 1894-1975
- Stahl, Ben, 1910-1987
- Seagrams
- Whitcomb, Jon
- Verney Corp

Collection Inventory

General Files Series, 1935-1988 and undated

Scope and Contents note

Consists primarily of clippings, correspondence and obituary notices. Also includes a collection of some of Orr's articles; his personal notes for an outdoor advertising campaign; and announcements of exhibitions and award presentations by professional organizations such as the American Institute of

Graphic Arts, the Art Directors Clubs of New York and New Jersey, and the Society of Illustrators. Arranged alphabetically.

box 1	Box 1
Articles, 1957-1960	Box 1
Brainstorming notes for an outdoor advertising campaign, undated	Box 1
Christmas cards, 1966-1975	Box 1
Correspondence, 1957-1961, 1972 and undated	Box 1
Physical Description: 2 folders	
Exhibitions and competitions	
6th Annual Exhibition of Outdoor Advertising Art, 1935	Box 1
Miscellaneous, 1958-1961 and undated	Box 1
List of engagements, 1959	Box 1
Magazine covers and other illustrations, 1937-1944	Box 1
News clippings, 1958-1965	Box 1
Obituary notices, 1988	Box 1
Organizations	
American Institute for Graphic Arts (AIGA), 1956-1977	Box 1
Architectural Photographers Association, undated	Box 1
Art Directors Club, New Jersey, 1967	Box 1
Art Directors Club, New York, 1965-1968	Box 1
Champion Paper brochure, undated	Box 1
"Creativity on Paper" awards, 1968	Box 1

Design for Advertising and Industry, poster by Fred Hausman, undated	Box 1
Georgia Outdoor Advertising Association brochure, undated	Box 1
International Center for Communication Arts and Sciences--World Congress, 1967	Box 1
Mead Corporation annual report, 1983	Box 1
Society of Illustrators, 1968	Box 1
Type Directors Club of New York, 1967	Box 1
Professional portfolio, undated	Box 1
Publications	
"Design at the San Francisco Art Institute," undated	Box 1
"Posters USA," American Federation of the Arts, 1957	Box 1
"Subway Posters," undated	Box 1
"This is Outdoor Advertising," Institute of Outdoor Advertising (IOA), undated	Box 1
United Seaman's Service, 1942	Box 1
Scrapbooks	Box 2
Garrett Orr designs, undated	Box 2
Idea book, undated	Box 2

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Artists and Illustrators Series, 1929-1951 and undated, bulk 1935-1950

Scope and Contents note

Clippings, tear sheets and photographs of advertisements and periodical illustrations produced by approximately 127 commercial artists. Most materials date between 1935 and 1950, with a particularly strong emphasis on World War II-era illustrations. Dates for some materials could not be readily determined but have been provided where known. Materials are organized into two format-

related subseries--Printed Materials and Photographs--to accommodate storage needs, and arranged alphabetically therein by artist name.

Prominent artists featured here include: Peter Arno (best known for his New Yorker illustrations of the 1930s and 1940s); C.C. Beall (illustrator for Collier's magazine in the 1940s); Pierre Brissaud (Wamsutta sheets, 1930s); Dean Cornwell (noted for his World War II action scenes, and his illustrations for General Motors' Fisher Bodies and Philadelphia Whiskey); Floyd Davis (creator of distinctive comic characters for Ten High Whiskey, 1930s); John Gannam (lifestyle vignettes for Pacific Mills and the U.S. Brewers Association); Earl Oliver Hurst (cover illustrations for Collier's magazine 1930s, Jantzen sportswear); Ronald McCleod (cover illustrations for Collier's 1940s, Plymouth and Texaco print advertisements); Al Parker (cover illustrations for Ladies' Home Journal 1940s-1950s); Russell Patterson (noted for his Ballyhoo magazine cover art in the 1930s; his specialty, stylized ink drawings of barely-clad female figures in comic situations, were featured on advertisements for a number of different products); George Petty (a longtime illustrator for Esquire magazine; the "Petty Girls" drawings were one of the most recognizable styles of pinup art in the 1930s and 1940s); Robert O. Reid (Collier's cover art 1939-40; illustrator for Oldsmobile automobiles and Pabst Blue Ribbon beer); Howard Scott (Saturday Evening Post cover art 1940s; advertisements for Nash automobiles and Esso oil products; researchers interested in Scott's work should also consult the **Howard Scott Papers**); Ben Stahl (Rogers Bros. silverware; perhaps most famous for his illustrations on the John Hancock insurance company's "American Heroes" advertising campaign); Jon Whitcomb, who in the 1930s and 1940s was a nearly ubiquitous illustrator for women's and family magazines such as Ladies' Home Companion, Good Housekeeping, Saturday Evening Post, and Collier's; and J. Walter Wilkinson (the OAAA campaign "Make a Long Story Short," WW II Defense Bonds); original paintings by this artist are contained in **Oversize Materials**.

Printed Materials Subseries, 1929-1951 and undated

Alajalov, Constantin Box 3

Scope and Contents note

Includes covers from Vanity Fair, 1934-1935.

Allared, William Box 3

Scope and Contents note

Includes advertisement for Ford.

Arno, Peter Box 3

Physical Description: 2 folders

Scope and Contents note

Includes advertisements for Gem razors and Mori; covers from New Yorker, 1935-1941.

Atherton, John Box 3

Scope and Contents note

Includes advertisements for Dow Chemical, Kinsey whiskey, National City Bank of New York, Shell Research; covers from Saturday Evening Post, 1943-1944, and Woman's Home Companion, 1939.

Auerbach-Levy, William Box 3

Bauman, Ernest F. Box 3

Scope and Contents note

Includes advertisement for Philips Petroleum.

Beall, C. C. (Cecil Calvert) Box 3

Physical Description: 2 folders

Scope and Contents note

Includes covers from Collier's, 1944-1946.

Beadle, Earnest Box 3

Bellows, George Box 3

Berman, Sam Box 3

Bernhard, Lucian Box 3

Scope and Contents note

Includes advertisement for Sanka.

Bingham, James R. Box 3

Brissaud, Pierre Box 3

Physical Description: 2 folders

Scope and Contents note

Includes advertisement for French Line, Pall Mall, Wamsutta Sheets, Westvaco.

Broadhead, W. Smithson	Box 3
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Broadvitch, Alex	Box 3
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Scope and Contents note
Includes cover from Harper's Bazaar, 1936.

Brown, Elmore	Box 3
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Scope and Contents note
Includes cover from Collier's, 1944.

Bruehl, Anton	Box 3
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Bundy, Gilbert	Box 3
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Capp, Al	Box 3
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Scope and Contents note
Includes advertisement for Cream of Wheat.

Carter, Pruett	Box 3
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Scope and Contents note
Includes advertisements for Fridgidaire, Pet Milk.

Clark, Benton	Box 3
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Clark, Matt	Box 3
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Scope and Contents note
Includes advertisements for NRFA, Swift and Co..

Cornwall, Dean (2 folders)	Box 3
----------------------------	-------

Scope and Contents note
Includes advertisements for Early Times, Fisher/GM , Goodyear, National City Bank of New York, Pennsylvania Railroad, Philadelphia whiskey, Powers Reproductions, Seagram's gin, Wyeth's.

Cotton, William Henry	Box 3
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Scope and Contents note
Includes cover from New Yorker, 1937.

Crouch, Arthur	Box 3
Scope and Contents note	
Includes cover from Collier's, 1940.	
<hr/>	
Davis, Floyd MacMillan	Box 3
Physical Description: 3 folders	
Scope and Contents note	
Includes advertisements for Continental Can, Dixie Belle gin, Dorothy Gray, Fleischmann's, Hind's Cream, Johnny Walker Scotch, Sanka, Seagram's, Spalding, Spud Cigarettes, Talon, Ten High whiskey, Texaco, Wamsutta, WestVaco.	
<hr/>	
Dekk	Box 3
<hr/>	
Dorne, Albert	Box 3
Physical Description: 2 folders	
Scope and Contents note	
Includes advertisements for Capital Stock Fire Insurance, Bromo-Seltzer, Fels-Naptha, Fleetwood Cigarettes, Frigidaire, Imperial Whiskey, Johnson and Johnson, Mount Vernon Whiskey, Revere Copper and Brass, Sanka, Texaco, USO, World Peaceways, Wurlitzer.	
<hr/>	
Eaton, John	Box 3
<hr/>	
Edmundson [William?]	Box 3
<hr/>	
Erickson, Carl Oscar August	Box 3
Scope and Contents note	
Includes advertisements for Camel and French Line; covers from Vogue, 1933-1939.	
<hr/>	
Falter, John	Box 3
Scope and Contents note	
Includes advertisements for Arrow Shirts, Gulf; covers from Saturday Evening Post, 1944-1945.	
<hr/>	
Fawcett, Robert	Box 3
Physical Description: 2 folders	

Scope and Contents note

Includes advertisements for Cashmere Bouquet, Dollar Steamship Line, Gruen, John Hancock, Howard Paper Mills, Mack Trucks, Pan-Am.

Fay, Clark Box 3

Fiene, Ernest Box 3

Scope and Contents note

Includes advertisement for Lucky Strike.

Fuller, Ralph Box 3

Gannam, John Box 4

Physical Description: 3 folders

Scope and Contents note

Includes advertisements for Ipana Toothpaste, La Salle, Pacific Mills, St. Mary's Blankets, U.S. Brewers Foundation.

Georgi, Edwin Box 4

Physical Description: 3 folders

Scope and Contents note

Includes advertisements for Bermuda Tourism, Crane's Fine Papers, Hockanum Woolens, Italian Line, Listerine, Mercury, Byron Musser, Stetson Hats, Vitamins Plus, Wamsutta, Westvaco, Woodbury Facial Soap; covers from Cosmopolitan, 1949, and Woman's Home Companion, 1935-1937.

Gotlieb, Jules Box 4

Scope and Contents note

Includes cover from Motor, 1930.

Grafstrom, R. [Ruth Sigrid?] Box 4

Scope and Contents note

Includes advertisements for Cannon Mills, Chanel, Coty, Spud Cigarettes.

Graham, Ed Box 4

Gustavson, Lealand R. Box 4

Harker, Richard Franklin	Box 4
Scope and Contents note	
Includes advertisements for New York Subway Advertising Company Incorporated.	
<hr/>	
Harris, Robert G.	Box 4
Scope and Contents note	
Includes advertisements for Cannon, Schaefer.	
<hr/>	
Held, John Jr.	Box 4
<hr/>	
Henland, Merton [?]	Box 4
<hr/>	
Hirschfield [Morris?]	Box 4
Scope and Contents note	
Includes covers from TV Guide and American Mercury.	
<hr/>	
Hoffman, Frank B.	Box 4
<hr/>	
Hollingsworth, Will	Box 4
Scope and Contents note	
Includes advertisements for Westvaco.	
<hr/>	
Holmgren, R. John	Box 4
Scope and Contents note	
Includes covers from Collier's, 1929-1930.	
<hr/>	
Hurd, Peter	Box 4
Scope and Contents note	
Includes advertisements for Lucky Strike.	
<hr/>	
Hurst, Earl Oliver	Box 4
Physical Description: 4 folders	
Scope and Contents note	
Includes advertisements for DuPont, General Electric, Jantzen, Royal Crown; covers from Collier's, 1932-1941.	

Johnston, Scott	Box 4
Scope and Contents note	
Includes advertisements for Ford. See also Photographs Subseries.	
<hr/>	
Kane, Morgan	Box 4
<hr/>	
Kauffer, Macknight	Box 4
<hr/>	
Lagaita, John	Box 4
Scope and Contents note	
Includes covers from The American Magazine.	
<hr/>	
Lea, Tom	Box 4
<hr/>	
Leps, Erich	Box 4
<hr/>	
Marsh, Pucile Patterson	Box 4
Scope and Contents note	
Includes cover from Pictorial Review.	
<hr/>	
Max, Peter	Box 4
<hr/>	
Maxwell, John Alan	Box 4
<hr/>	
Mayo, Mary	Box 4
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McLeod, Ronald	Box 4
Physical Description: 5 folders	
Scope and Contents note	
Includes advertisements for Budweiser, Chevrolet, Fire Prevention Week, Niagra Mohawk, Mobil, Plymouth, Schaefer, Schenley, Texaco, U.S. Rubber Co; covers from Saturday Evening Post, 1939, Collier's, 1939-1944.	
<hr/>	
Nichols, Dale Nichols	Box 4
Scope and Contents note	
Includes advertisement for Certain-Teed.	
<hr/>	
Oberhard, William	Box 4
<hr/>	
Olson, Irving	Box 4

Scope and Contents note

Includes advertisement for Ford.

[Orr, Garrett: see Photographs Subseries; also
Sketches Series.]

Box 4

Pages, Jean

Box 4

Scope and Contents note

Includes advertisement for Ford.

Parilla, Arthur R.

Box 4

Parker, Al

Box 5

Physical Description: 2 folders

Scope and Contents note

Includes advertisement for Chase and Sanborn; covers from Ladies' Home
Journal, 1939-1951.

Parrish, Maxfield

Box 5

Scope and Contents note

Includes advertisements for Fisk Tire and General Electric.

Partridge, Roi

Box 5

Patterson, Russell

Box 5

Physical Description: 2 folders

Scope and Contents note

Includes advertisements for April Showers, Borden; covers from Ballyhoo,
1935.

Peterson, Perry

Box 5

Scope and Contents note

Includes cover from The Illustrator.

Petrucelli, Antonio

Box 5

Petty, George

Box 5

Physical Description: 3 folders

Scope and Contents note

Includes advertisements for Acme Beer, Airman, Best Form, Jantzen, Old Gold, Quaker Stockings; various illustrations from Esquire.

Phillips, John Hyde Box 5

Scope and Contents note

Includes covers from Saturday Evening Post, 1940-1943.

Price, Charles M. Box 5

Rackham, Arthur Box 5

Raleigh, Henry Box 5

Scope and Contents note

Includes advertisements for Maxwell House.

Ragan, Leslie Box 5

Scope and Contents note

Includes advertisements for Budd.

Reale, Nicholas Box 5

Reid, Robert O. Box 5

Physical Description: 4 folders

Scope and Contents note

Includes advertisements for Blue Ribbon, General Tire, Oldsmobile, Old Gold, Sealed Power; covers from Collier's, 1939-1940.

Rich, King Box 5

Riggs, Robert Box 5

Physical Description: 2 folders

Scope and Contents note

Includes advertisements for Airesearch, Capehart, Curtiss Wright, Dole, IBM, National Steel, New England Mutual, Owens-Corning, Packard, Pennsylvania Railroad, Schenley, Shell, Springmaid.

Riley, Nicholas Box 5

Roberts, Morton	Box 5
-----------------	-------

Rogers, Hubert	Box 5
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Scope and Contents note
Includes cover from Adventure.

Rojankovsky, Fedor	Box 5
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Ross, Alex	Box 5
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Sawyers, Martha	Box 5
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Scope and Contents note
Includes cover from Collier's.

Schucker, James	Box 5
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Schultz, Charles	Box 5
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Scope and Contents note
Includes advertisements for Ford. See also Photographs Subseries.

Scott, Howard	Box 5
---------------	-------

Physical Description: 3 folders

Scope and Contents note
Includes advertisements for Blue Ribbon, Delmonte, Esso, Fleetwood, Ford, Jello, Jewel, Mobil, Nabisco, Nash, Pillsbury, Popsicle, Pyro, Rath, Schaeffer, Sohio, Standard, Wonder; covers from Saturday Evening Post, 1941-1944.

Shepard, George	Box 5
-----------------	-------

Scope and Contents note
Includes advertisements for Chevrolet.

Siebel, Fred	Box 5
--------------	-------

Scope and Contents note
Includes advertisements for Ford and Shell.

Stahl, Ben	Box 5
------------	-------

Physical Description: 3 folders

Scope and Contents note

Includes advertisements for Bell, Coca-Cola, Evervess, John Hancock, Kleenex, Maxwell House, Rosenblum, Rogers Bros.

Staehle, Albert Box 5

Scope and Contents note

Includes advertisements for Amoco, Atlas, Ballantine's, Dept. of Agriculture, Esso, Hiram Walker, Swan. See also Photographs Subseries.

Stanley, Frederick Box 5

Scope and Contents note

Includes advertisements for Beech-Nut gum, Fuller paint, Mobil oil; cover from Saturday Evening Post.

[Steinberg, Saul: see Photographs Subseries.] Box 5

Stewart, Walter Box 5

Tauss, Herb Box 5

Taylor, Fred Box 6

Tepper, Saul Box 6

Physical Description: 2 folders

Scope and Contents note

Includes advertisements for American Petroleum Institute, B&O Railroad, Carrier, Coca-Cola, Ford, GE, GM, Goodyear, Gulf, Heinz, Kinsey, Sealtest, Stetson.

Tesar, Joseph Box 6

Scope and Contents note

Includes advertisement for Prince Albert.

Thiele, Herbert Box 6

Timmons, Harry L. Box 6

Scope and Contents note

Includes advertisement for Studebaker; cover from Collier's.

Ungerer, Tom	Box 6
Scope and Contents note	
Includes advertisements for New York Times.	
<hr/>	
Vertes, Marcel	Box 6
Scope and Contents note	
Includes advertisements for Schiaparelli; covers from Vogue and Harper's Bazaar.	
<hr/>	
Vickery, Robert	Box 6
<hr/>	
Von Schmidt, Harold	Box 6
<hr/>	
Weaver, R.	Box 6
<hr/>	
Webber, M.G.	Box 6
<hr/>	
Wengenroth, Stow	Box 6
<hr/>	
Whitcomb, Jon Color	Box 6
Physical Description: 5 Folders	
Scope and Contents note	
Includes advertisements for Acme Beer, Cadillac, Chevrolet, Community Silverplate, Jantzen, Kotex, Lustre-Crme, Oneida Silver, Palmolive; covers from Collier's, 1939-1947, Saturday Evening Post, Woman's Home Companion, Famous Artist and Good Housekeeping.	
<hr/>	
Black and White	Box 6
Physical Description: 4 folders	
Scope and Contents note	
Illustrations and articles; advertisements for Community Silverplate, Jantzen, Marlboro, Mum, Toushay, Puerto Rico, Sanka, Sea Tweed, Windex.	
<hr/>	
Whitmore, Coby	Box 6
Physical Description: 2 folders	

Scope and Contents note

Includes advertisements for Arrow Shirts, Pepsi, Philip Morris cigarettes; cover from Cosmopolitan.

Wickey, Harry Box 6

Wilkinson, J. Walter Box 6

Scope and Contents note

Includes advertisements for Defense Bonds, Esso, Ford, Outdoor Advertising. See also Oversize Folder 1.

Williamson, James Box 6

Williamson, J.W. (James W.) Box 6

Physical Description: 2 folders

Scope and Contents note

Includes advertisements for Arrow Shirt, Bermuda Tourism, Ford, GE, Gulf, Hockanum, Plymouth, Wamsutta, World Peaceways.

Wilson, Edward A. Box 6

Scope and Contents note

Includes advertisement for Cadillac.

Wilson, Mortimer Box 6

Winslow, Earl Bartrom Box 6

Wittlig, James Box 6

Scope and Contents note

Includes cover from Collier's Weekly.

Wittrup, Jack Box 6

Scope and Contents note

Includes advertisement for Esso.

Wood, Grant Box 6

Scope and Contents note

Includes cover from Saturday Evening Post.

Wyeth, Andrew	Box 6
Wyeth, N.C. (Newell Convers)	Box 6
Young, Chic	Box 6
Scope and Contents note	
Includes advertisement for Johns Manville.	
Zaalburg, A.	Box 6
Scope and Contents note	
Includes cover from Fortune.	
Unidentified artists	Box 6
Scope and Contents note	
Includes advertisements for Airlines of the U.S., AutoCar, Autolite, Belmont Radio, Borden, Capehart, CCA, Cornet Brandy, Crisco, Dodge, Dow, Eveready, High Standard, LaSalle (General Motors), Monsanto, Packard, Revere Copper and Brass, RKO Pictures, Saks Fifth Avenue, Seagram, Seiberling, Texaco, Westvaco; covers from Time, 1943-1944. See also Photographs Subseries.	
Photographs Subseries, undated	
Johnston, Scott	Box 7
Scope and Contents note	
Includes advertisements for Ford. See also Printed Materials Subseries.	
Orr, Garrett	Box 7
Scope and Contents note	
Includes advertisements for Holly Farms and Plymouth. See also Sketches Series.	
Schultz, Charles	Box 7
Scope and Contents note	
Includes advertisements for Ford. See also Printed Materials Subseries.	
Staehle, Albert	Box 7
Physical Description: 2 folders	

Scope and Contents note

Includes advertisements for automotive and gasoline products. See also Printed Materials Subseries.

Steinberg, Saul

Box 7

Scope and Contents note

Includes advertisements for S&W coffee.

Various artists

Box 7

Physical Description: 3 folders

Scope and Contents note

Includes advertisements for Chevrolet, Dodge and Pontiac automobiles. See also Printed Materials Subseries

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Product Files Series, 1915-1994 and undated

Scope and Contents note

Tear sheets, clippings, proofs and photographs of both print-media and outdoor advertising displays, representing around 450 products. Dates for some materials could not be readily determined, but dates have been provided where known. Included for some products are images from the OAI pamphlet series Poster Ideas, which highlighted successful or innovative advertising campaigns along with suggested poster ideas for particular products. Not all of the advertisements included represent work by Orr, and some clippings appear to have been added after Orr's death. Materials have been arranged into two subseries--Print Advertisements and Photographs--to accommodate storage needs. In addition, the Print Advertisements Subseries has been further organized into small- and large-format sizes. There is considerable overlap between the Print Advertisements and Photographs Subseries, and researchers are advised to consult both subseries. Arranged alphabetically by product category, therein by trade name.

Print Advertisements Subseries, 1915-1994 and undated

Small Formats, 1915-1994 and undated

Advertising-generic images

Box 8

Children featured in advertisements (also in Large-Formats category)

Box 8

Christmas-related (also in Large-Formats category)	Box 8
<hr/>	
Advertising agencies (also in Large-Formats category)	
Clippings and miscellaneous, undated	Box 8
<hr/>	
Foster and Kleiser	Box 8
<hr/>	
Miscellaneous postings	Box 8
<hr/>	
Automobiles and motorcycles	
American Motors	Box 8
<hr/>	
Buick, 1930-1971	Box 8
<hr/>	
Cadillac (also in Large-Formats category), 1930-1973	Box 8
<hr/>	
Chevrolet (also in Large-Formats category), 1915-1980	Box 8
<hr/>	
Chrysler (also in Large-Formats category), 1937-1967	Box 8
<hr/>	
De Soto (also in Large-Formats category), 1940-1955	Box 8
<hr/>	
Dodge (also in Large-Formats category), 1930-1970	Box 8
<hr/>	
Ford (also in Large-Formats category), 1920-1970	Box 8
<hr/>	
Foreign cars (also in Large-Formats category), 1960-1979	Box 8
<hr/>	
General Motors	Box 8
<hr/>	
Hupmobile	Box 8
<hr/>	
International Truck and Engine Corporation (also in Large-Formats category)	Box 8
<hr/>	
Jeep, 1945-1972	Box 8
<hr/>	
Mercury	Box 8

Motorcycles, all makes	Box 8
Oldsmobile	Box 8
Packard	Box 8
Plymouth	Box 8
Pontiac, 1952-1966	Box 8
Rambler	Box 8
[REO: see Large-Format category]	Box 8
Studebaker, 1949-1964	Box 8
[Suzuki: see Large-Format category]	Box 8
VIM, 1917	Box 8
Miscellaneous	Box 8
Automotive parts and supplies	
Gas/Oil	
Amoco (also in Large-Formats category)	Box 8
Atlantic	Box 8
BP (British Petroleum)	Box 8
Citgo	Box 8
Conoco	Box 8
Esso/Enco/Exxon/Humble	Box 8
Ethyl	Box 8
[Gulf: see Large-Format category]	Box 8
Havoline	Box 8
Marathon	Box 8
Mobilgas (also in Large-Formats category), 1964 and undated	Box 8
Phillips 66, 1960 and undated	Box 8

Pure/Union 76 (also in Large-Formats category)	Box 8
Richfield, 1960 and undated	Box 8
Shell, 1959-1960 and undated	Box 8
Sinclair	Box 8
Standard	Box 8
Sunoco	Box 8
Texaco/Tenneco	Box 8
Miscellaneous	Box 8
Parts and Accessories (also in Large-Formats category)	
Batteries	Box 8
Tires (also in Large-Formats category)	Box 8
Miscellaneous	Box 8
Banks	
Arizona Bank	Box 8
Bank of America	Box 8
Miscellaneous	Box 8
Stock posters for banking advertising	Box 8
Beverages	
Alcoholic beverages	
Beer	Box 8
Miscellaneous	Box 8
Coffee and tea (also in Large-Formats category)	Box 8
Juice	Box 8
Soft drinks (also in Large-Formats category)	

Coca-Cola, 1957-1965	Box 8
Physical Description: Folder 1 of 2	
Coca-Cola, 1957-1965 (continued)	Box 9
Physical Description: Folder 2 of 2	
Pepsi Cola	Box 9
Royal Crown (RC) Cola	Box 9
Miscellaneous	Box 9
Business	
Building materials	Box 9
Insurance (also in Large-Formats category)	Box 9
Paint	Box 9
Miscellaneous	Box 9
Cameras and film	Box 9
Drugs and toiletries	
Anacin	Box 9
Burma Shave, 1941-1994	Box 9
Drugs, over-the-counter (OTC)	Box 9
Toiletries	Box 9
Farm and garden (also in Large-Formats category)	Box 9
Film posters	Box 9
Food (also in Large-Formats category)	
Candy	Box 9
Cereal and breakfast products	Box 9
Dairy products	Box 9
Flour products	Box 9
Frozen food	Box 9

Fruits	Box 9
Meats	Box 9
Pet food	Box 9
Prepared foods	Box 9
Spices	
Salt	Box 9
Sugar	Box 9
Miscellaneous	Box 9
Household	
Appliances (also in Large-Formats category)	
Air conditioner	Box 9
Dishwasher	Box 9
Ovens	Box 9
Stereo	Box 9
Telephone	Box 9
Television	Box 9
Washer/Dryer	Box 9
Miscellaneous	Box 9
Cleaning supplies	Box 9
Furnishings	Box 9
Home heating/Air conditioning/Hot water	Box 9
Paper products	Box 9
Utilities	Box 9
Miscellaneous	Box 9
International advertisements	Box 9

Personal products (also in Large-Formats category)	Box 9
Political campaigns	Box 9
Publications and media (also in Large-Formats category)	Box 9
Public service	Box 9
Radio/Television	Box 9
Real estate	Box 9
Restaurants	Box 10
Kentucky Fried Chicken	Box 10
McDonald's	Box 10
Miscellaneous	Box 10
Retail (also in Large-Formats category)	
Clothing (also in Large-Formats category)	Box 10
Department stores	Box 10
Drug stores	Box 10
Florists	Box 10
Footwear	Box 10
Grocery stores (also in Large-Formats category)	Box 10
Miscellaneous	Box 10
Sports (also in Large-Formats category)	
Boating	Box 10
Miscellaneous	Box 10
Tobacco products (also in Large-Formats category)	Box 10
Travel and transportation	
Airlines	Box 10

Vacation sites	Box 10
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Miscellaneous	Box 10
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Large Formats, 1959 and undated

Advertising-generic images	Box 11
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Children featured in advertisements	Box 11
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Christmas-related advertisements	Box 11
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Advertising agencies	Box 11
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Automobiles

Cadillac	Box 11
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Chevrolet	Box 11
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Chrysler	Box 11
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De Soto	Box 11
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Dodge	Box 11
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Ford	Box 11
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Foreign cars	Box 11
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International Scout	Box 11
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REO	Box 11
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Suzuki	Box 11
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Automotive

Gas/Oil

Amoco	Box 11
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Gulf	Box 11
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Mobilgas	Box 11
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Pure	Box 11
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Parts

Harrison Air Conditioning	Box 11
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Dunlop tires	Box 11
Beverages	
Coffee/Tea	
Maxwell House	Box 11
Sanka	Box 11
Soft drinks	
Cliquot Club	Box 11
Business--Insurance	Box 11
Farm and garden 1959	Box 11
Food	Box 11
Household appliances	Box 11
Personal products	Box 11
Publications and media	Box 11
Retail	
Clothing	Box 11
Grocery stores	Box 11
Sports	Box 11
Tobacco products	Box 11

Photographs subseries, 1940s-1970s and undated

Advertising industry self-promotion	Box 12
Billboards	Box 12
Children featured in advertisements	Box 12
Foster & Kleiser-produced images	
Media Group, 1960s	Box 12
Street scenes	Box 12
Miscellaneous	Box 12

Physical Description: 2 folders

Shelving/Displays (OAAA)	Box 12
Automobiles	
American Motors, Javelin ITC	Box 12
Buick	Box 12
Cadillac, La Salle	Box 12
Chevrolet (includes trucks), 1940s-1960 and undated	Box 12
Physical Description: 4 folders	
Chrysler	Box 12
Datsun	Box 12
De Soto	Box 12
Dodge (includes trucks),	Box 12
Physical Description: 2 folders	
Ford (includes trucks),	Box 13
Physical Description: 5 folders	
Foreign cars	Box 13
General Motors	Box 13
Hudson	Box 13
Hupmobile	Box 13
International Truck and Engine Corporation (includes trucks and tractors)	Box 13
Jeep	Box 13
Kaiser-Frazer	Box 13
Lincoln	Box 13
Mercury	Box 13
Motorcycles	Box 13
Nash	Box 13

Oldsmobile	Box 13
Plymouth	Box 13
Pontiac	Box 13
Rambler	Box 13
REO	Box 13
Studebaker-Packard	Box 13
Miscellaneous automobiles	Box 14
Automotive parts and supplies	
Gas/Oil	
Amoco	Box 14
Atlantic	Box 14
Calso	Box 14
Chevron (Standard Oil of California)	Box 14
Cities Service Co.	Box 14
Conoco	Box 14
Crown	Box 14
El Paso	Box 14
Esso	Box 14
Physical Description: 3 folders	
Ethyl Gas Corporation	Box 14
Fina	Box 14
Gulf	Box 14
Hancock	Box 14
Marathon	Box 15
Mobil	Box 15

Norwalk	Box 15
Phillips 66	Box 15
Pure motor oil	Box 15
Richfield	Box 15
Shell	Box 15
Signal	Box 15
Sinclair	Box 15
Sohio	Box 15
Standard	Box 15
Physical Description: 2 folders	
Sunoco	Box 15
Texaco	Box 15
Wilshire	Box 15
Miscellaneous gasoline	Box 15
Parts and accessories	
AC (Auto Care) spark plugs and other parts	Box 15
Atlas batteries	Box 15
Auto-Lite batteries	Box 15
Cristy Drygas	Box 15
Delco batteries	Box 15
Dowgard	Box 15
FRAM auto filters	Box 16
Harrison automotive air conditioning	Box 16
Heet gas line anti-freeze	Box 16
Mark IV air conditioning	Box 16

Monroe Load Levers	Box 16
Motorola car radios	Box 16
Prestone/Union Carbide coolant	Box 16
Pyro/Super antifreeze	Box 16
WIX (WIX Corporation of Gastonia, N.C.)	Box 16
Zerex/DuPont, Telar antifreeze	Box 16
Miscellaneous	Box 16
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Tires	
Atlas	Box 16
Chemstrand Nylon	Box 16
Dunlop	Box 16
Federal	Box 16
Fisk	Box 16
General	Box 16
Goodrich	Box 16
Goodyear	Box 16
Kelly Springfield	Box 16
Pure	Box 16
U.S. Royal	Box 16
Miscellaneous, 1950s-1970s	Box 16
<hr/>	
Banks	
Bank of America	Box 16
Chase Manhattan Bank	Box 16
First National Bank (Ariz.)	Box 16
National City Bank (Cleveland?)	Box 16

Wells Fargo	Box 16
Miscellaneous Banks	Box 16
Physical Description: 2 folders	
Stock Posters	Box 16
Beverages	
Alcoholic	
Beer	
Acme	Box 16
Ballantine's	Box 16
Blatz	Box 16
Blitz Weinhard	Box 16
Budweiser	Box 16
Hamm's	Box 16
Kirin	Box 16
Michelob	Box 16
Miller's	Box 17
Narraganset (includes ale)	Box 17
Olympia	Box 17
Pabst	Box 17
Rainier	Box 17
Schaefer	Box 17
Schlitz	Box 17
Miscellaneous	Box 17
Wine	
Ambassador	Box 17
Brangno	Box 17
Guild	Box 17

Mogen David	Box 17
Petri	Box 17
Taylor champagne	Box 17
Miscellaneous	Box 17
Miscellaneous spirits	
Ancient Age Kentucky bourbon	Box 17
Antique bourbon whiskey	Box 17
Appleton rum	Box 17
Aristocrat brandy	Box 17
Ballantine's whiskey	Box 17
Canadian Club whiskey	Box 17
Christian Bros. brandy	Box 17
Coronet	Box 17
Crawford's Scotch whiskey	Box 17
Cutty Sark	Box 17
Dewar's whiskey	Box 17
Gilbey's gin	Box 17
Hennessy cognac	Box 17
Hine cognac	Box 17
J.B. Scotch	Box 17
Jack Daniel's whiskey	Box 17
Jim Beam whiskey	Box 17
Johnny Walker Scotch whiskey	Box 17
Lord Calvert Canadian whiskey	Box 17
Old Bushmill's Irish whiskey	Box 17

Old Charter bourbon	Box 17
Old Kentucky Tavern bourbon	Box 17
Old Taylor	Box 17
Ronrico rum	Box 17
Royal Canadian whiskey	Box 17
Schenley whiskey	Box 17
Seagram's whiskey	Box 17
Stolichnaya vodka	Box 17
Tanqueray rum	Box 17
Miscellaneous	Box 17
Coffee and tea	
Folger's	Box 17
Lipton	Box 17
Maxwell House	Box 18
Salada	Box 18
Sanka	Box 18
Savarin	Box 18
Yuban	Box 18
Miscellaneous	Box 18
Fruit juices	
Juice mixes	Box 18
Musselman's apple juice and sauce	Box 18
V-8 vegetable juices	Box 18
Miscellaneous	Box 18
Soft drinks	
Bireley's	Box 18

Canada Dry and Spur	Box 18
Clicquot Club ginger ale	Box 18
Coca-Cola	Box 18
Physical Description: 2 folders	
Dr. Pepper	Box 18
Frostie root beer	Box 18
Grapette	Box 18
Kool-Aid	Box 18
Nesbit's	Box 18
Orange Crush	Box 18
Pepsi	Box 18
Royal Crown Cola (RC)	Box 18
Seven-Up	Box 18
Physical Description: Folder 1 of 2	
Seven-Up (continued)	Box 19
Physical Description: Folder 2 of 2	
Shasta	Box 19
Squirt	Box 19
Tang drink mix	Box 19
Miscellaneous	Box 19
Business and Industry	
Building materials	Box 19
Cans	Box 19
Cemeteries/Funeral homes	Box 19
Insurance	Box 19
MasterCard	Box 19

Paints	
Foster & Kleiser-produced advertisements, 1960s-1970s	Box 19
Sherwin Williams	Box 19
Reynolds Aluminum	Box 19
Schools	Box 19
Pens and Stationary, 1950s	Box 19
Steel, 1960s	Box 19
Yellow Pages	Box 19
Miscellaneous	Box 19
Cameras and photographs	
Kodak film	Box 19
Polaroid Land Camera	Box 19
Portrait, 1950s-1960s	Box 19
Miscellaneous	Box 19
Christmas	
Box 19	
Drugs and toiletries	
Anacin	Box 19
Drugs, over-the-counter (OTC)	Box 19
Physical Description: 2 folders	
Hair care	Box 19
Palmolive soap	Box 19
Procter and Gamble	Box 19
Shaving supplies	Box 19
Skin care	Box 19
Toiletries	Box 20
Toothpaste	

Colgate	Box 20
Miscellaneous	Box 20
Farm and garden	
Agricultural	Box 20
Fertilizers and insecticides	Box 20
Zolone insect control	Box 20
Film and television	Box 20
Food	
Bread and baked goods	
Baked goods, breads and rolls	Box 20
Physical Description: 2 folders	
Blue Seal	Box 20
Bond	Box 20
Holsum	Box 20
Langendorf	Box 20
Merita	Box 20
Millbrook Co. (Nabisco)	Box 20
Sunbeam	Box 20
Physical Description: 2 folders	
Taystee	Box 20
Physical Description: Folder 1 of 2	
Taystee (continued)	Box 21
Physical Description: Folder 2 of 2	
Tip-Top	Box 21
Weber (Butternut, Mrs. Karl's, and Roman Meal)	Box 21
Wonder	Box 21
Cakes, cookies, snack foods	

Archway	Box 21
Drake's	Box 21
Grennan, includes a cookbook	Box 21
Hostess cupcakes	Box 21
Lance cookies	Box 21
Nabisco crackers	Box 21
Ry-Krisp crackers	Box 21
Sunshine	Box 21
Tastykake and Tasty-Pie	Box 21
Ward Bakery	Box 21
Miscellaneous cakes, cookies, etc.	Box 21
Miscellaneous crackers	Box 21
Candy	
Lifesavers	Box 21
Mars	Box 21
Tootsie Rolls	Box 21
Wrigley's	Box 21
Miscellaneous	Box 21
Cereal	
Kellogg's	Box 21
Natural Oats oatmeal	Box 21
Post	Box 21
Quaker Oats, includes Aunt Jemima	Box 21
Miscellaneous	Box 21
Chips	Box 22

Fritos	Box 22
Gordon's Riplets	Box 22
Morton's (includes Chip-O's)	Box 22
New Era	Box 22
Wise	Box 22
Miscellaneous	Box 22
Physical Description: 2 folders	
Dairy	
Allsweet margarine	Box 22
Borden's	Box 22
Carnation	Box 22
Coleman ice cream	Box 22
Dairygold	Box 22
Hygeia	Box 22
Imperial margarine	Box 22
Knudsen dairy	Box 22
Milk and general (Wisconsin Dairy Association)	Box 22
Nucoa margarine	Box 22
Tri-Nut margarine	Box 22
Miscellaneous butter, oleomargarine, peanut butter and other table spreads	Box 22
Physical Description: 2 folders	
Flour and starch products	Box 22
Frozen foods	
Bird's Eye	Box 22

Pictsweet	Box 22
Physical Description: 2 folders	
Miscellaneous	Box 22
Fruits	
Dole	Box 22
Ocean Spray cranberries	Box 22
Sunkist	Box 22
Sunmaid	Box 22
Miscellaneous	Box 22
Meats	
Armour	Box 22
Bacon, 1950s-1970s	Box 22
Beef, 1950s-1960s	Box 22
Beef--Chili	Box 22
Bumble Bee tuna	Box 22
Chicken, 1950s-1970s	Box 22
Eckrich sausage	Box 22
Franks and sausage, 1950s-1970s	Box 22
Ham, 1950s-1970s	Box 22
Hormel	Box 22
Hygrade's	Box 22
Oscar Mayer	Box 23
Patrick Cudahy	Box 23
Swift Premium meats and ice cream	Box 23
Taylor ham	Box 23
Miscellaneous products	

Nuts, 1950s	Box 23
Oils, 1950s-1960s	Box 23
Pet food	
Foster & Kleiser-produced advertisements, 1960s-1970s	Box 23
Ken-I-Ration	Box 23
Pop-Corn, 1950s-1960s	Box 23
Various mixed products, 1940s-1960s	Box 23
Prepared foods	
Ashley's Mexican foods	Box 23
Campbell's	Box 23
Canned goods	Box 23
Del Monte	Box 23
Franco-American	Box 23
Jell-O (General Foods) desserts	Box 23
Knorr	Box 23
Kraft	Box 23
Libby's	Box 23
Skippy peanut butter	Box 23
Spaghetti, 1950s-1960s	Box 23
Stokely-Van Camp	Box 23
Van de Kamp's	Box 23
Spreads and sauces	
Ketchup	
Brooks catsup and BBQ sauce	Box 23
Heinz	Box 23
Hunt's catsup	Box 23

Miscellaneous, 1950s-1960s	Box 23
Mayonnaise	
Best Foods	Box 23
Hellmann's	Box 23
Miscellaneous, 1950s-1960s	Box 23
Salt	
Carey Brand	Box 23
Morton	Box 23
Sterling	Box 24
Sugar	
C and H	Box 24
Holly	Box 24
Jack Frost	Box 24
Miscellaneous, 1960s	Box 24
Syrup	
Aunt Jemima: see Quaker Oats	Box 24
Br'er Rabbit	Box 24
Log Cabin	Box 24
Miscellaneous, 1950s-1960s	Box 24
Yeast (Fleischmann's)	Box 24
Miscellaneous sauces, 1950s-1960s	Box 24
Household	
Appliances	
Air conditioning, 1960s	Box 24
Chainsaws, 1950s-1960s	
Homelite	Box 24
Miscellaneous	Box 24
Dishwashers	

Hotpoint	Box 24
Miscellaneous, 1960s	Box 24
Freezers, 1950s-1960s	Box 24
Ovens, 1960s,	Box 24
Refrigerators	
General Electric	Box 24
Miscellaneous	Box 24
Stereos, 1960s	Box 24
Telephones	Box 24
Televisions	
Admiral	Box 24
Magnavox	Box 24
Motorola	Box 24
Philco	Box 24
RCA Victor	Box 24
Sony	Box 24
Westinghouse	Box 24
Zenith	Box 24
Washers and dryers	
General Electric	Box 24
Norge	Box 24
Philco	Box 24
Speed Queen	Box 24
Westinghouse	Box 24
Cleaners and laundry supplies	
Cleansers	
Sapolio	Box 24

Miscellaneous	Box 24
Laundry, 1960s	
Blue Cheer (Procter and Gamble)	Box 24
White King detergent and bleach	Box 24
Miscellaneous	Box 24
Furnishings	
Floor coverings--Rugs	Box 24
Furniture/Bedding	Box 24
Home equipment, 1960s	Box 24
La-Z-Boy chairs	Box 24
Mattresses and bedding	
Sealy mattresses	Box 24
Simmon's (Beauty Rest) mattresses	Box 24
Heating and air conditioning	Box 25
Air conditioning, 1960s	Box 25
Bryant--Gas and air conditioning	Box 25
Electric utilities	Box 25
Gas--Home	Box 25
Gas--Hot water, 1960s	Box 25
Gas utilities, 1960s-1970s	Box 25
Home heating, 1960s	Box 25
Household goods	
Paper products	
Charmin bathroom tissue	Box 25
Miscellaneous	Box 25
Wax, 1940s-1950s	Box 25
Wrap products, 1950s	Box 25

Miscellaneous, 1950s-1960s	Box 25
International (Australian posters)	Box 25
Music (albums and tapes)	Box 25
Personal products	
Cannon towels and stockings	Box 25
Duracell batteries	Box 25
Watches	
Seiko	Box 25
Miscellaneous, 1960s	Box 25
Political campaigns	Box 25
Publications	
Chicago Sunday Tribune	Box 25
Globe-Democrat, 1950s-1960s	Box 25
Life Magazine	Box 25
Philadelphia Inquirer	Box 25
Saturday Evening Post	Box 25
Miscellaneous publications, 1950s-1960s	Box 25
Public service	
Easter Seals	Box 25
Military recruiting	
Air Force, Air National Guard	Box 25
Army and Army Reserve	Box 25
Marine Corps	Box 25
Navy and Navy Reserve	Box 25
Traffic safety, 1940s-1960s	Box 25
U.S. Savings Bonds, 1960s	Box 25

Miscellaneous public service	Box 26
Physical Description: 2 folders	
Radio/Television	Box 26
Real estate	Box 26
Religions	Box 26
Restaurants	
Howard Johnson, 1950s	Box 26
McDonald's	Box 26
Miscellaneous, 1960s-1970s	Box 26
Retail	
Clothing	
Clothing--Female	Box 26
Clothing--Male	Box 26
Curlee clothes	Box 26
Dickies work clothes	Box 26
Hart Schaffner and Marx	Box 26
Jantzen	Box 26
Kuppenheimer	Box 26
Levi's	Box 26
Department stores	
Belk's	Box 26
Bullock's	Box 26
Hastings	Box 26
J.W. Robinson Company (Los Angeles)	Box 26
Macy's	Box 26
Orbach's	Box 26
Woolworth's	Box 26

Drug stores	Box 26
Florists	Box 26
Footwear	Box 27
Ked's	Box 27
Miscellaneous	Box 27
Grocery stores	
Food and savings stamps	Box 27
Safeway	Box 27
Shoprite	Box 27
Supermarkets, 1950s	Box 27
Thorofare	Box 27
Miscellaneous retail	Box 27
Shopping centers	Box 27
Sports and sporting goods	
Boating equipment	
Evinrude motors	Box 27
Johnson outboard motors	Box 27
Mercury outboard motors	Box 27
Bowling, 1960s	Box 27
Hunting and fishing	Box 27
Racing, 1960s	Box 27
Miscellaneous, 1960s	Box 27
Tobacco products	
Alpine	Box 27
Benson and Hedges	Box 27
Blackstone cigars	Box 27

Camel	Box 27
Carlton	Box 27
Chesterfield	Box 27
Copenhagen snuff	Box 27
Duke	Box 27
Half and Half	Box 27
Kent	Box 27
Kool	Box 27
Lark	Box 28
L.M. Filter King (Liggett-Myers)	Box 28
Lucky Strike	Box 28
Mail Pouch tobacco	Box 28
Marlboro	Box 28
Miyako	Box 28
Murad	Box 28
Muriel cigars	Box 28
Old Gold	Box 28
Philip Morris	Box 28
Pielroja (Spanish)	Box 28
Roi-Tan cigars	Box 28
Salem	Box 28
Saratoga	Box 28
True	Box 28
Viceroy	Box 28

Virginia Slims	Box 28
Winston	Box 28
Miscellaneous cigarettes, 1950s-1960s	Box 28
Physical Description: 2 folders	
Miscellaneous tobacco products	Box 28
Travel and transportation	
Airlines	
Allegheny	Box 28
American	Box 28
Continental	Box 28
Delta	Box 28
Eastern	Box 28
Pan American (Pan Am)	Box 28
Southwest	Box 28
TWA (Trans-World Airlines)	Box 28
Miscellaneous airlines	Box 28
Miscellaneous	
Baseball parks	Box 28
Circus	Box 28
Communities--States and travel	Box 28
Ski-doo snow transportation	Box 28
Transportation, 1960s-1970s	Box 28
Vacation resorts 1940s-1950s	Box 28

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Other Photographic Materials Series, circa 1873-1970s and undated

Scope and Contents note

Photographs, negatives and slides arranged by Orr into distinct collections that stand apart from photographic items present in other series. The series is organized into two subseries--Historical Poster Images and Modern Poster Images--and therein alphabetically by product category and trade name or title.

Historical Poster Images Subseries, circa 1873-1914 and undated

Scope and Contents note

Large-format photographs and negatives of posters, billboards, theatre and circus signs and other advertising-related images of goods, services and entertainment events that date from the late 19th-early 20th century. Dates for individual images have been supplied where known, but not every image could be precisely dated. The images are all on modern safety film and negative stock, which suggests that the photographs might have been taken during the 1930s-1940s at the earliest, but a more accurate dating of the photographs themselves cannot be determined. Many of the posters bear the logos of various incarnations of the Strobridge Lithographing Company. In addition, some of the photographs have handwritten notes on the back that indicate that those images may have originated with the Chicago Historical Society, while others bear the stamp of the "Outdoor Advertising Association of America Library." Anecdotal evidence further suggests that these photographs were once part of, or copies of, a historical advertisement archive maintained by OAI, but that suggestion cannot be verified. Organized into three groups--Photographs, Negatives (photographs available), and Negatives (photographs not available)--and therein alphabetically by subject category, item name, or title.

Many images in this subseries may be in the public domain. However, it is the researcher's responsibility to comply with all copyright and trademark laws.

For related materials see the Strobridge Lithographing Company Advertisements collection and the Outdoor Advertising Association of America (OAAA) Archives.

Photographs (negatives available except where noted), circa 1873-1914 and undated

Apparel	Box 29
Kinney Brothers	Box 29
M.D. Well's and Company boots and shoes	Box 29
Automobiles	
Vim trucks	Box 29

Beverages

Alcohol and breweries Box 29

Physical Description: 3 folders

Scope and Contents note

Includes:

Anheuser-Busch

Anheuser-Busch, Attack on an Emigrant Train

Clausen Ale

Gibson's Rip Van Winkle Whiskey, 1892

Pleasant Valley Wine Co.

Tosetti Brewing

Wacker & Birk Brewing Co.

Soft drinks (Zesto) Box 29

Consumer goods and services

Appliances (stoves and furnaces) Box 29

Scope and Contents note

Includes Cotton Plant stoves, Thatcher furnaces.

Cigarettes and tobacco

Camel cigarettes Box 29

Chesterfield cigarettes (no negative) Box 29

Duke cigarettes Box 29

Helmar cigarettes Box 29

Murad cigarettes Box 29

Prince Albert tobacco Box 29

Tiger cigarettes Box 29

Gum (Yucatan) Box 29

Medicine (advertisement in Spanish for cod liver oil) Box 29

Soaps/Cleaning supplies Box 29

Scope and Contents note

Includes Magic White soap, Pearline, Sapolio.

Entertainment

Circus
Physical Description: 4 folders

Animals Box 29

Scope and Contents note

Includes the Barnum "Monkey Tribe," "Barnum Ox," Sells Brothers' dwarf elephant and hippopotomi.

Barnum, Bailey and Hutchinson, Box 29

Physical Description: 2 folders

Scope and Contents note

Includes one advertisement in German (1900).

Circus Attractions Box 29

Scope and Contents note

Includes Adam Forepaugh's Circus and Menagerie; "Aerial the Flying Man" (W. W. Cole); "Be-Be the Flying Lady" (W.C. Coup); President Garfield assassination tableaux (W.C. Coup).

Comedy/Musical comedy Box 29

Physical Description: 9 folders

Scope and Contents note

Includes:

Alaskan, The

Arcadian, The, 1910

Around the World in 80 Days

Bad Man from Mexico, 1906

Beautiful Adventure, 1914

Dollar Princess, The, 1909

Fight, The

Gay Parisians, The, 1895

Gretna Green, 1902

Ham Tree, The, 1913

Iron King, The

Little Corporal, The, 1898

Little Terror, The, 1909

Marriage Market, The, 1913

M'lle Modeste, 1904

Mountain Climber, The, 1906

Naughty Anthony

Our Miss Gibbs, 1910

Patriot, The, 1908

Peg o' My Heart

Rollicking Girl, The, 1905

Runaway, The, 1911

Saratoga

Sergeant Bruce, 1905

Such a Little Queen, 1905

Sunshine Girl, The

Toreador, The, 1903

Magic

Blackstone

Box 29

Minstrel shows

Primrose and Dockstader's Minstrels, 1913 and undated	Box 29
Mammoth Minstrels	Box 29
Mastodon Minstrels, 1878	Box 29
Musical/Operetta	Box 29
Physical Description: 3 folders	
Scope and Contents note	
Includes:	
Babes in Toyland, 1904	
Chieftain, The, 1895	
Fluffy Ruffles	
Gypsy, The, 1912	
Little Cherub, The	
Quaker Girl, The	
Storks, The, 1892	
<hr/>	
Opera (no negatives available)	
Physical Description: 4 folders	
<hr/>	
Actors	
Drew, John	Box 29
Jefferson, Joseph	Box 29
Knight, Geo S.	Box 29
Lauder, Sir Harry	Box 29
Rowe, George F., 1875	Box 29
Actresses	
Bernhardt, Sarah, 1905	Box 29
Mitchell, Maggie	Box 29
Russell, Lillian	Box 29

Productions

Box 29

Scope and Contents note

Includes:

Fleur de Lis, 1895

Othello

Spider & Fly

Plays

Box 29

Physical Description: 23 folders

Scope and Contents note

Includes:

Arsne Lupin, 1909

The Auctioneer, 1901

Barbara Frietchie, The Frederick Girl, 1900

Bedford's Hope, 1905

Bird of Paradise, 1913

Black Crook

Bonnie Scotland, 1895

Butterfly on the Wheel, 1912

Chantecler, 1911

Child of the Regiment, 1906

Curse of Drink, The, 1904

Damaged Goods

D'Arcy of the Guards

Darling of the Gods, The, 1903

Dawn of a To-Morrow, The, 1910 (written by Frances Hodgson
Burnett, author of A Little Princess and A Secret Garden)

Easiest Way, The, 1907

Factory Girl, The, 1903

Fighting Hope, The, 1908

Fool of Fortune, 1896

For His Brother's Crime, 1903

Girl of the Golden West, The, 1906

Harvest Moon, The, 1909

Harvester, The, 1904

He Fell in Love with His Wife, 1912

Heart of the Klondike, 1897

Heart of Maryland, The, 1904

Hearts are Trumps, 1900

Hon. John Grigsby, 1901

John Mishler, One of the Finest

Lady Rose's Daughter, 1902

Last Stroke, A Story of Cuba's Fight for Freedom, 1900

Lion and the Mouse, The, 1904

Little Minister, The, 1897 (written by J.M. Barrie, author of Peter Pan)

Lost Paradise, The (written by David Belasco and Henry DeMille, Cecil B. DeMille's father)

Lottie the Poor Sales Lady, or, Death Before Dishonor, 1907

Maister of Woodbarrow, The

Mice and Men, 1903

Mile a Minute

Music Master, The, 1904

Night's Frolic

Ninety and Nine, The
Old Curiosity Shop, The, 1909
Parted on Her Bridal Tour, 1907
Peter Pan, 1907
Prince of India, The, 1905
Queen of the White Slaves, 1903
Rainbow, The, 1913
Rebecca of Sunnybrook Farm, 1911
Rebel, The, 1900
Red Mill, The, 1908
Rose of the Rancho, The, 1907
Runnymede, 1895
Sidewalks of New York, The, 1895
Snow White and the Seven Dwarfs
Speckled Band, The, 1910
Spoilers, The, 1907
Third Degree, The, 1898
Tree of Knowledge, The, 1898
Trelawny of the Wells, 1898
Trip to Chinatown
Uncle Tom's Cabin (produced by Jay Rial and featuring "genuine trained bloodhounds")
Virginius
Warrens of Virginia, The, 1908 (written by William C. DeMille, brother of Cecil B. DeMille)
Way Down East, 1898

White Slave, The

Woman, The, 1911 (written by William C. DeMille, brother of Cecil B. DeMille)

Variety/Tour shows/Sporting events

Anna Held's All Star Varit Jubilee, 1913 Box 29

Annual Tour of Minnie Dupree Box 29

B.B. Floyd's Rompo Frolique Box 29

Corbett v. Fitzsimmons Boxing
Championship of the World re-match, 1897 Box 29

The Ferris Wheel at the World's Columbian
Exposition, 1893 Box 29

World's Fair, Grand Columbian Carnival,
1893 Box 29

Farm equipment (McCormick Harvesting
Machine Co.)

"Battle of Gettysburg" advertisement, circa
1885 Box 29

"Battle of Shiloh" advertisement, 1885 Box 29

Hotels

Palmer House, Chicago, circa 1873 Box 29

Grand Pacific Hotel, Chicago, 1874 Box 29

Political

Reciprocal trade (U.S.-Canada)

"Market of 60 Millions," 1891 Box 29

"Yankee Pedlar in Hard Luck," 1896 Box 29

Public service

"Conserve Coal" Box 29

Field Hospitals Overseas, "Lest We Forget" Box 29

Travel and transportation

Chicago and Northwestern Railway, 1877 Box 29

Crown gasoline	Box 29
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Wabash Route	Box 29
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Negatives (photographs available), circa 1873-1914 and undated

Scope and Contents note

Negatives correspond to the historical poster photographs listed above.

Apparel	Box 30
---------	--------

Kinney Brothers	Box 30
-----------------	--------

M.D. Well's and Company boots and shoes	Box 30
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Automobiles

Vim trucks	Box 30
------------	--------

Beverages

Alcohol and breweries	Box 30
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Physical Description: 3 folders

Scope and Contents note

Includes:

Anheuser-Busch

Anheuser-Busch, Attack on an Emigrant Train

Clausen Ale

Gibson's Rip Van Winkle Whiskey, 1892

Pleasant Valley Wine Co.

Tosetti Brewing

Wacker & Birk Brewing Co.

Soft drinks (Zesto)	Box 30
---------------------	--------

Consumer goods and services

Appliances (includes stoves and furnaces)	Box 30
---	--------

Cigarettes and tobacco

Camel cigarettes	Box 30
------------------	--------

Duke cigarettes	Box 30
Helmar cigarettes	Box 30
Murad cigarettes	Box 30
Prince Albert tobacco	Box 30
Tiger cigarettes	Box 30
Gum (Yucatan)	Box 30
Medicine (advertisement in Spanish for cod liver oil)	Box 30
Soaps/Cleaning supplies	Box 30
<hr/> Entertainment	
Circus	
Physical Description: 4 folders	
Animals	Box 30
Scope and Contents note	
Includes the Barnum "Monkey Tribe," "Barnum Ox," Sells Brothers' dwarf elephant and hippopotomi.	
Barnum, Bailey and Hutchinson	Box 30
Physical Description: 2 folders	
Scope and Contents note	
Includes one advertisement in German.	
Circus attractions	Box 30
Scope and Contents note	
Includes Adam Forepaugh's Circus and Menagerie; "Aerial the Flying Man" (W. W. Cole); "Be-Be the Flying Lady" (W.C. Coup); President Garfield assassination tableaux (W.C. Coup).	
Comedy/Musical comedy	Box 30
Physical Description: 9 folders	
Scope and Contents note	
Includes:	

Alaskan, The
Arcadian, The, 1910
Around the World in 80 Days
Bad Man from Mexico, 1906
Beautiful Adventure, 1914
Dollar Princess, The, 1909
Fight, The
Gay Parisians, The, 1895
Gretna Green, 1902
Ham Tree, The, 1913
Iron King, The
Little Corporal, The, 1898
Little Terror, The, 1909
Marriage Market, The, 1913
M'lle Modeste, 1904
Mountain Climber, The, 1906
Naughty Anthony
Our Miss Gibbs, 1910
Patriot, The, 1908
Peg o' My Heart
Rollicking Girl, The, 1905
Runaway, The, 1911
Saratoga
Sergeant Bruce, 1905
Such a Little Queen, 1905

Sunshine Girl, The
Toreador, The, 1903

Magic
Blackstone Box 30

Minstrel Shows
Mammoth Minstrels Box 30

Mastodon Minstrels Box 30

Primrose and Dockstader's Minstrels Box 30

Musical/Opera/Operetta Box 30

Physical Description: 3 folders

Scope and Contents note

Includes:

Babes in Toyland, 1904

Chieftain, The, 1895

Fluffy Ruffles

Gypsy, The, 1912

Little Cherub, The

Quaker Girl, The

Storks, The, 1892

Plays Box 30

Scope and Contents note

Includes:

Arsne Lupin, 1909

The Auctioneer, 1901

Barbara Frietchie, The Frederick Girl, 1900

Bedford's Hope, 1905

Bird of Paradise, 1913

Black Crook

Bonnie Scotland, 1895

Butterfly on the Wheel, 1912

Chantecler, 1911

Child of the Regiment, 1906

Curse of Drink, The, 1904

Damaged Goods

D'Arcy of the Guards

Darling of the Gods, The, 1903

Dawn of a To-Morrow, The, 1910 (written by Frances Hodgson Burnett, author of *A Little Princess* and *A Secret Garden*)

Easiest Way, The, 1907

Factory Girl, The, 1903

Fighting Hope, The, 1908

Fool of Fortune, 1896

For His Brother's Crime, 1903

Girl of the Golden West, The, 1906

Harvest Moon, The, 1909

Harvester, The, 1904

He Fell in Love with His Wife, 1912

Heart of the Klondike, 1897

Heart of Maryland, The, 1904

Hearts are Trumps, 1900

Hon. John Grigsby, 1901

John Mishler, One of the Finest

Lady Rose's Daughter, 1902

Last Stroke, A Story of Cuba's Fight for Freedom, 1900

Lion and the Mouse, The, 1904

Little Minister, The, 1897 (written by J.M. Barrie, author of Peter Pan)

Lost Paradise, The (written by David Belasco and Henry DeMille, Cecil B. DeMille's father)

Lottie the Poor Sales Lady, or, Death Before Dishonor, 1907

Maister of Woodbarrow, The

Mice and Men, 1903

Mile a Minute

Music Master, The, 1904

Night's Frolic

Ninety and Nine, The

Old Curiosity Shop, The, 1909

Parted on Her Bridal Tour, 1907

Peter Pan, 1907

Prince of India, The, 1905

Queen of the White Slaves, 1903

Rainbow, The, 1913

Rebecca of Sunnybrook Farm, 1911

Rebel, The, 1900

Red Mill, The, 1908

Rose of the Rancho, The, 1907

Runnymede, 1895

Sidewalks of New York, The, 1895

Snow White and the Seven Dwarfs

Speckled Band, The, 1910

Spoilers, The, 1907

Third Degree, The, 1898

Tree of Knowledge, The, 1898

Trelawny of the Wells, 1898

Trip to Chinatown

Uncle Tom's Cabin (produced by Jay Rial and featuring "genuine trained bloodhounds")

Virginius

Warrens of Virginia, The, 1908 (written by William C. DeMille, brother of Cecil B. DeMille)

Way Down East, 1898

White Slave, The

Woman, The, 1911 (written by William C. DeMille, brother of Cecil B. DeMille)

Variety/Tour shows/Sporting events

Anna Held's All Star Varit Jubilee Box 30

Annual Tour of Minnie Dupree Box 30

B.B. Floyd's Rompo Frolique Box 30

Corbett v. Fitzsimmons Boxing
Championship of the World re-match Box 30

The Ferris Wheel at the World's Columbian
Exposition Box 30

World's Fair, Grand Columbian Carnival Box 30

Farm Equipment (McCormick Harvesting
Machine Co.)

"Battle of Gettysburg" advertisement, circa
1885 Box 30

"Battle of Shiloh" advertisement, 1885 Box 30

Hotels

Palmer House, Chicago Box 30

Grand Pacific Hotel, Chicago Box 30

Political

Reciprocal Trade--Canadian Box 30

Travel and Transportation

Chicago and Northwestern Railway Box 30

Crown Gasoline Box 30

Wabash Route Box 30

Public Service

"Conserve Coal" Box 30

Field Hospitals Box 30

Negatives (photographs NOT available), undated

Automobiles Box 30

Scope and Contents note

Includes Cadillac, Chevrolet, Ford, Moon Motor cars, Pontiac.

Automotive miscellaneous Box 30

Scope and Contents note

Includes Honda motorcycles, United States Tires.

Beverages

Coca-Cola Box 30

Pepsi Box 30

Physical Description: 3 folders

Various Box 30

Scope and Contents note

Includes Chase and Sanborn, Folger's Coffee, Orange Squeeze soda.

Candy Box 30

Scope and Contents note

Includes Honey Scotch Candies, Wrigley's, Adams California Fruit Gum.

Foods Box 30

Scope and Contents note

Includes Campbell's Soup, Meadow Gold Butter, Borden's Milk.

Public Service Box 30

Retail

Hastings Department Stores Box 30

Physical Description: 3 folders

Kuppenheimer Clothing Box 30

Robinson's Department Store Box 30

Tobacco-cigarettes Box 30

Scope and Contents note

Includes Lucky Strike, Kool and Camel.

Tobacco-miscellaneous Box 30

Scope and Contents note

Includes Robert Burns cigars, Prince Albert tobacco.

Modern Poster Images Subseries, circa 1960-1970s

Scope and Contents note

Photographs, negatives and slides depicting billboard advertisements, location shots, and images of bill-posting in progress, dating primarily from the 1960s-1970s. The photographs, negatives and slides were originally kept by Orr, but it is not clear whether Orr was directly involved in the images' production, or whether they were collected for other purposes. Also, there is no readily determined relation among the photographs, negatives and slides contained herein. While there may be some duplication of images found elsewhere in the collection, there is no evidence to link these photographs with other photographic or negative materials found in the papers.

Photographs (negatives NOT available), circa 1960s-1970s

Outdoor advertising designs notebooks 1-4 Box 31

Physical Description: 10 folders

Posed character studies and miscellaneous photographs	Box 31
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Physical Description: 3 folders

Negatives (photographs NOT available), undated

Scope and Contents note

Negatives bear no apparent relation to the modern poster photographs in the subseries above. Arranged by type and therein alphabetically.

35mm Film strips	
A-G	Box 32

G-Minute Maid	Box 32
---------------	--------

Minute Maid-Worthington Air Conditioning	Box 32
--	--------

Loose negatives	
Ford	Box 32

Physical Description: 8 strips

Location shots, presentations, samples	Box 32
--	--------

Pepsi	Box 32
-------	--------

Physical Description: 4 strips

Supermarket Presentation Charts	Box 32
---------------------------------	--------

Miscellaneous	Box 32
---------------	--------

Physical Description: 11 strips

Slides, circa 1960s-1970s

Scope and Contents note

Contains slides of billboard advertisements, location shots, and images of bill-posting in progress, originally housed in binders. There may be some duplication of images found elsewhere in the collection, but there is no evidence to link the slides with other photographic or negative materials found in the collection.

Notebook 1	Box 33
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Notebook 2	Box 33
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Physical Description: Sleeves 1-8 of 24

Notebook 2 (continued)	Box 34
Physical Description: Sleeves 9-24 of 24	
Notebook 3	Box 34
Various loose slides	Box 34

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Sketches Series, 1930s-1960s and undated

Scope and Contents note

Sketches, drawings and paintings done by Orr at various stages in his career. The series is arranged into two subseries: Billboard and Poster Designs and Non-Advertising Sketches. The Billboard and Poster Designs subseries contains around 400 sketches of billboard designs, organized by product type and brand name. The Non-Advertising Sketches category contains sketches and drawings, along with a few small paintings, that provide a glimpse into the range of Orr's interests as an artist as well as revealing something of his artistic method. There are numerous studies of male and female forms and faces, caricatures, still life drawings, along with street scenes and backdrop art for outdoor advertising. Also included is a copy of a Vanity Fair cover which Orr did in 1935, and several illustrations for the book jackets of popular novels. Arranged alphabetically. Oversized materials have been removed to Oversize Folders 2-9.

Billboard and Poster Designs Subseries, 1940s-1962 and undated

Scope and Contents note

[See also Oversize Folders 2-6.]

Advertising self promotions	Box 35
"Advertising Helped"	Box 35
"Advertising Helps"	
Beaver	Box 35
Couple	Box 35
Mother Hubbard	Box 35
Ruler	Box 35
Shopper	Box 35
Sign Post	Box 35

"If It Will Work in Outdoor"	Box 35
"It's Advertised Outdoors"	Box 35
OAI (Outdoor Advertising, Inc.) logo	Box 35
"Outdoor Advertising Sells"	Box 35
"Posters Sell"	Box 35
"Progress with Posters"	Box 35
"Welcome to the 68th OAAA Convention"	Box 35
Agricultural	
Arcadian	Box 35
Westinghouse	Box 35
Physical Description: 2 folders	
Automotive	
Chevrolet	Box 35
Chrysler--Mopar	Box 35
Dodge	Box 35
Physical Description: 4 folders	
Fiat	Box 35
Physical Description: 5 folders	
Ford	Box 35
Physical Description: 3 folders	
General Motors	Box 35
Physical Description: 3 folders	
Mazda	Box 35
Physical Description: 2 folders	
Plymouth	Box 35
Physical Description: 2 folders	
VIM	Box 35
Miscellaneous	Box 35

Automotive accessories

WIX Box 35

Physical Description: 6 folders

Automotive--Tires

General Box 35

Physical Description: 5 folders

General Jet-Air Box 35

Physical Description: 11 folders

Lee Box 35

Physical Description: 2 folders

U.S. Tires Box 35

Physical Description: 3 folders

Banks

Bowery Savings Bank Box 35

Dekalb City Federal Box 35

Florida National Bank Box 35

Beer

Falstaff Box 35

Physical Description: 6 folders

Feigenspan Box 35

Physical Description: 2 folders

Jax Box 35

Physical Description: 4 folders

Krueger's Box 35

Schmidt's Box 35

Physical Description: 7 folders

[Billboard proofs: removed to Oversize
Materials, Oversize Folder 2.] Box 35

Businesses

J.M. Monk Building Company Box 35

Drugs

Forhan's	Box 35
Physical Description: 3 folders	
Geritol	Box 35
Miscellaneous	Box 35
Food and beverages	
American Dairy Association (ADA)	Box 35
Physical Description: 6 folders	
Atlantic & Pacific Tea Co. (A&P)	Box 35
Baker's Cocoa	Box 35
Physical Description: 3 folders	
Best Foods	Box 35
Physical Description: 2 folders	
Betty Crocker	Box 35
Blue Plate	Box 35
Cliquot Club	Box 35
Coca-Cola	Box 35
Del-Monte	Box 35
Physical Description: 8 folders	
Hardee's	Box 35
Heinz	Box 35
Physical Description: 2 folders	
Hellmann's	Box 35
Luck's	Box 35
Mars	Box 35
Physical Description: 4 folders	
Nabisco	Box 35
Physical Description: 6 folders	

National Confectioners Association	Box 35
Nescafe	Box 35
Physical Description: 6 folders	
Sunshine	Box 35
Physical Description: 8 folders	
Swift's	Box 35
Tetley's	Box 35
Physical Description: 3 folders	
Yuban	Box 35
Fuel-Automotive	
Atlantic Motor Oil	Box 35
Enco	Box 35
Physical Description: 18 folders	
Scope and Contents note	
Includes a note written by Orr in the first folder.	
Fina	Box 35
Gulf	Box 35
Kool Motor	Box 35
Physical Description: 5 folders	
Miscellaneous	Box 35
Pyro	Box 35
Physical Description: 3 folders	
Shell	
Black Cat campaign	Box 35
Physical Description: 8 folders	
Love campaign	Box 35
Physical Description: 12 folders	

Research campaign	Box 35
Physical Description: 20 folders	
Miscellaneous	Box 35
Sinclair	Box 35
Physical Description: 13 folders	
Sunoco	Box 35
Physical Description: 2 folders	
Fuel-Home	
Gas	Box 35
Physical Description: 3 folders	
Semet Solvay coke	Box 35
Household and personal products	
Gillette	Box 35
Physical Description: 2 folders	
Glory-B wax	Box 35
Insurance	
MetLife	Box 35
Physical Description: 2 folders	
Liquor	
ACF Gin	Box 35
Bellow's	Box 35
Physical Description: 2 folders	
Black and White	Box 35
Physical Description: 3 folders	
Carstair's	Box 35
Dewar's	Box 35
Haig and Haig	Box 35
Physical Description: 2 folders	
MacNaughton	Box 35

Old Colony	Box 35
Old Crow	Box 35
Physical Description: 10 folders	
Seagram's	Box 35
Physical Description: 6 folders	
Smirnoff	Box 35
Physical Description: 5 folders	
Media	
Printed material	
Cover design for 100 Best Posters, 1936	Box 35
Cover designs for Interpace annual report	Box 35
Physical Description: 5 folders	
Records	
Decca	Box 35
Physical Description: 3 folders	
Television	
Dragnet	Box 35
Physical Description: 2 folders	
Eddie Fisher Show	Box 35
Photographic	Box 36
Polaroid Polacolor film	Box 36
Physical Description: 6 folders	
[Poster designs: removed to Oversize Materials, Oversize Folder 3-6.]	Box 36
Public service messages	
"Export \$\$\$ Helps Pay U.S. Money"	Box 36
National Recovery	Box 36
Physical Description: 3 folders	
U.S. Defense Bonds	Box 36
Physical Description: 2 folders	

World War II-Combat	Box 36
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Recreation	
Copacabana	Box 36
Physical Description: 2 folders	

Cruis-Along boats	Box 36
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Tobacco	
Blackstone	Box 36
Chesterfield	Box 36
Physical Description: 8 folders	

Dutch Masters	Box 36
---------------	--------

Granger	Box 36
Physical Description: 5 folders	

L&M	
"Live Modern"	Box 36
Physical Description: 8 folders	
"Lots More"	Box 36
Physical Description: 3 folders	

Miscellaneous	Box 36
Physical Description: 4 folders	

Lucky Strike	Box 36
Physical Description: 4 folders	

Salem	Box 36
-------	--------

Vintage White Owl	Box 36
Physical Description: 3 folders	

Miscellaneous images	
"1 Unit"	Box 36
"2 Ideas"	Box 36
"3 Elements"	Box 36

"America" train	Box 36
Physical Description: 2 folders	
"Demonstration"	Box 36
"Even the 'Rocks' Taste Better"	Box 36
"Excite"	Box 36
"Foot High Caps"	Box 36
"Product"	Box 36
"Refreshes"	Box 36
"Sell!"	Box 36

Non-Advertising Sketches Subseries, 1930s and undated

General

Abstract designs	Box 36
Bird	Box 36
Female figures	Box 36
Physical Description: 6 folders	
Groups	Box 36
Physical Description: 7 folders	
Interior of office	Box 36
Landscapes	
Bicycle and tree	Box 36
Building	Box 36
Lighthouse	Box 36
Physical Description: 2 folders	
Sea	Box 36
Seashore (watercolor)	Box 36
Town (charcoal drawing)	Box 36

Town (watercolor)	Box 36
Physical Description: 2 folders	
Male figures	Box 36
Physical Description: 14 folders	
Still life	Box 36
Physical Description: 3 folders	
Other sketches	Box 37
Physical Description: 7 folders	
Scope and Contents note	
Includes self-portraits, studies of female forms and backdrop art. Some items removed to Oversize Folders 7-9.	
Periodical and book cover illustrations	Box 37
Scope and Contents note	
Includes covers for "Mission to Mackinac," "The Outlander," "Sherman: Fighting Prophet," "1776 Revolution," Vanity Fair, 1933 and 1935.	

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Oversize Materials

Scope and Contents note

Oversize folders 4, 5, 7, and 8 have been reboxed into Box 38.

Artists and Illustrators Series, undated

Wilkinson, J. Walter, undated Oversize-folder 1

Scope and Contents note

Includes three original oil paintings Wilkinson made for the OAAA campaign "To Make a Long Story Short--Use Outdoor Advertising" .

Sketches Series, 1947-1956 and undated

Billboard and Poster Designs Subseries,
1947-1956 and undated

Billboard proofs, 1947-1956 and undated Oversize-folder 2

Scope and Contents note

Images include Arcadian fertilizer, Allied Chemical, Cheer, Colgate, Craig, Drake's cookies, Ford, Hamm's beer, Heinz soup, Kenl Ration, Life Saver, Nash automobiles, Ritz crackers, and Universal range.

Poster designs, undated

Oversize-folder 3 and 6

Scope and Contents note

Images include Alpine cigarettes, Arrow shirts, Bowery Savings Bank, Bufferin, Busch beer, Chesterfield cigarettes, Colgate, Dacron, Defense Bonds, Dime Savings Bank, Dristan, DuPont, Folex Herbicides, Fram filters, Gillette, Greater New York Relief Fund, Ipana, IPNA, I.W. Harper whiskey, Kodl, Kool cigarettes, Listerine, Lucky Strike, Mazola oil, Micrin mouthwash, Muriel cigars, People's Drug, Philip Morris Company, Polar ice cream, Rexall Drug, Schenley Reserve whiskey, Teem, TESTA car, Trommers beer, Verney fabrics, Viceroy cigarettes, White Rose tea and outdoor advertising industry promotion.

Poster designs, undated

Box 38

Scope and Contents note

Additional posters; see above for content.

Non-Advertising Sketches Subseries, 1962 and undated

Other Sketches, 1962 and undated

Oversize-folder 9

Scope and Contents note

Includes landscapes, still life and form studies, portraits.

Other Sketches, undated

Box 38

Scope and Contents note

Additional sketches, see above for content.

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